Bay Area RNN Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	
RNN CONTRACTS	1	100%	1	100%	
CHANNELS					
Community Clinics	Yes		Yes		
Community Youth Organizations	Yes		Yes		
Faith/Church	Yes		Yes		
Farmers' Markets/Flea Markets	Yes		Yes		
Festivals	Yes		Yes		
Food Closets/Food Pantries	Yes		Yes		
Food Stamp Offices	Yes		Yes		
Grocery Stores/Supermarkets	Yes		Yes		
Head Start	Yes		Yes		
Healthcare Facilities	Yes		Yes		
Healthy Start/First Five Commissions	Yes		Yes		
Indian Tribal Organizations	Yes		Yes		
Internet/Web	Yes		Yes		
Other Community Based Organizations	Yes		Yes		
Parks, Recreation Centers	Yes		Yes		
Print	Yes		Yes		
Public Health Department	Yes		Yes		
Radio	No		Yes		
Restaurants/Diners/Catering Trucks	Yes		Yes		
Schools (K-12)/School Districts	Yes		Yes		
Senior Centers	No		No		
Soup Kitchens/Congregate Meal Sites	No		No		
Television	No		No		
Universities, Community Colleges University California Cooperative	Yes		Yes		
Extensions	Yes		Yes		
Web/Other Media	No		Yes		
WIC Sites	No		No		
Worksites/Employers/Labor Groups	No		No		
Other	No		No		

Bay Area RNN Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	0	0	0	0
Radio						
paid radio ads	0	0	0	0	0	0
free radio ads	0	0	0	8,750,000	0	8,750,000
Print						
paid ads placed	0	0	3	20,000	3	20,000
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	1	7,335,404	1	7,335,404
RNN TOTALS	0	0	4	16,105,404	4	16,105,404
Consumer Impressions may be dupli	cate counts					

Bay Area RNN Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period		1, 2004 -	April 1, 2005 -		Year Totals	
reporting remot	March 31, 2005		Septembe	er 30, 2005	ı cui	10000
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	<u>i</u> 1	1	1		i	1
TV						
# Agencies that submitted media alerts or		1				
tip sheets to TV	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# press releases submitted	0	n/c	0	n/c	0	n/c
TV stories aired from releases	0	n/c	0	n/c	0	n/c
Total TV interviews conducted	0	n/c	0	n/c	0	n/c
TV stories from interviews	0	0	0	0	0	0
Total number of TV inputs	0	0	0	0	0	0
Radio						
# Agencies that submitted media tip		1		I		
sheets to radio	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	0	n/c	2	n/c	2	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# Press releases submitted to radio	0	n/c	0	n/c	0	n/c
Radio Stories from releases	0	n/c	0	n/c	0	n/c
Total # radio interviews conducted	0	n/c	0	n/c	0	n/c
Total # radio interviews aired	0	0	0	0	0	0
Total number of radio inputs	0	0	3	0	3	0
•		•		•		
Print						
# Agencies that submitted any tip sheets						
to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	4	n/c	5	n/c	9	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to print	0	n/c	7	n/c	7	n/c
Total print stories printed	0	0	1	33,066	1	33,066
Interviews with print outlets	0	n/c	0	n/c	0	n/c
Print Stories from interviews	0	n/c	0	n/c	0	n/c
Total number of print inputs	5	0	15	33,066	20	33,066
RNN TOTALS	5	0	18	33,066	23	33,066
n/c = not collected						
Consumer Impressions may be duplicate o	ounts					

Bay Area RNN Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year '	Totals
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	4	n/c	4	n/c	8	n/c
Total Feature Stories Run	4	5,800	4	8,100	8	13,900
# Letters to Editor Submitted	1	n/c	2	n/c	3	n/c
Total Letters to the Editor Run	1	461,700	2	627,700	3	1,089,400
Total Editorial Board Meetings						
Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	10	467,500	12	635,800	22	1,103,300

n/c = not collected

Bay Area RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period		1, 2004 - 31, 2005	_	April 1, 2005 - September 30, 2005		Totals
Activity RNN CONTRACTS	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
Grocery Stores						
# taste tests at grocery stores	1	30	0	0	1	30
# grocery store tours	0	0	1	25	1	25
# other grocery promotions	3	90	19	114	22	204
Total Grocery Store Events	4	120	20	139	24	259
Farmer's Markets						
# farmer's market taste tests	1	50	7	270	8	320
# farmer's market tours	0	0	10	580	10	580
# other farmers market events	1	50	9	640	10	690
Total Farmers Market Events	2	100	26	1,490	28	1,590
Restaurants						
# taste tests at restaurants	0	0	0	0	0	0
# restaurant tours	0	0	0	0	0	0
# other restaurant promotions	0	0	0	0	0	0
Total Restaurant Events	0	0	0	0	0	0
School and Worksite Food Service						
# cafeteria merchandising	150	244,950	2,190	328,440	2,340	573,390
# menu promotions	0	0	0	0	0	0
# other school and worksite						
promotions Total School and Worksite	0	0	0	0	0	0
Events	150	244,950	2,190	328,440	2,340	573,390

Reach of Sales Promotions Activities continued on the next page

Bay Area RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2) October 1, 2004 - March April 1, 2005 - September Reporting Period **Year Totals** 31, 2005 30, 2005 Number of Number of Total Number of **Participants** Number of **Participants Total Number** Events / (Consumer Events / (Consumer of Events / Consumer Activities Impressions) Activities Impressions Activity Impressions) Activities RNN CONTRACTS 1 1 Other Special Events # organized sports events 6 10,302 6 4,275 12 14,577 0 0 19 11,635 19 11,635 # health fairs 0 0 0 0 0 0 # festivals 0 0 3 267 3 267 # community forums # federal food assistance 0 0 0 0 0 0 1 310 0 0 310 # walk to school 1 # TV turn off 0 0 0 0 0 0 0 0 2 300 2 300 # radio remotes 47 11,723 11 14,820 58 26,543 # of other events **Total Special Events** 54 22,335 41 31,297 95 53,632 210 361,366 2,487 **RNN TOTALS** 267,505 2,277 628,871

Bay Area RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be in/alluded in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Domontino Dominal	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Reporting Period						
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Classes and Trainings						
# nut ed classes conducted	229	19,985	415	41,719	644	61,704
# provider training classes	15	175	48	450	63	625
# nutrition decathlon	0	0	41	5,588	41	5,588
# pa-nut class	0	0	38	3,264	38	3,264
# "other" classes	24	3,807	27	1,588	51	5,395
			569	52,609	837	76,576

Reach of Network Personal Sales Activities for RNNs on the following page

	1.0.1	Bay Area			.			
Reach Personal Sales for Federal Fiscal Year 05 (Page 2 of 4) October 1, 2004 - April 1, 2005 -								
Reporting Period	October March 3		April 1 Septembe		Year '	Totals		
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions		
RNN CONTRACTS	1		1					
Materials Distributed								
Newly Developed Materials								
# curriculums and lessons developed	12,000	n/c	5,416	n/c	17,416	n/c		
# promotional items developed	0	n/c	0	n/c	0	n/c		
# other items developed	0	n/c	0	n/c	0	n/c		
Total Newly Developed Materials	12,000	n/c	5,416	n/c	17,416	n/c		
Previously Developed Materials								
# curriculums and lessons								
previously developed	0	n/c	20	n/c	20	n/c		
# promotional items previously developed	0	n/c	585	n/c	585	n/c		
# other items previously developed	300	n/c	400	n/c	700	n/c		
Total Previously Developed Materials	300	n/c	1,005	n/c	1,305	n/c		
Other Nutrition Materials, Non-Network Produced								
# Other Program curriculum previously developed	0	n/c	0	n/c	0	n/c		
# Other Program promotional item previously developed	0	n/c	0	n/c	0	n/c		
# Other Program other types of materials previously developed	0	n/c	0	n/c	0	n/c		
Total Other Nutrition Materials, Non-Network Produced	0	n/c	0	n/c	0	n/c		
n/c = not collected		NI 1	·					
Reach of Network Personal Sales Ac		Ns on the follo	wing page					
Consumer Impressions may be dupl	icate counts							

Bay Area RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

March 31, 2005 - Year Total		April 1, 2005 - September 30, 2005		Totals	
Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
1		1			
0	n/c	0	n/c	0	n/c
0	n/c	0	n/c	0	n/c
0	n/c	0	n/c	0	n/c
0	n/c	1,037	n/c	1,037	n/c
0	n/c	1,037	n/c	1,037	n/c
	Quantity Distributed 1 0 0 0	Quantity Consumer Impressions	March 31, 2005 September Quantity Consumer Impressions Quantity Distributed 1 1 0 n/c 0 0 n/c 0 0 n/c 0 0 n/c 0 0 n/c 1,037	March 31, 2005 September 30, 2005 Quantity Distributed Consumer Impressions 1 1 0 n/c 0 n/c 0 n/c 1,037 n/c	March 31, 2005 September 30, 2005 Year Quantity Distributed Consumer Impressions Quantity Distributed Consumer Impressions Quantity Distributed 0 n/c 0 n/c 0 0 n/c 0 n/c 1,037

n/c = not collected

Reach of Network Personal Sales Activities for RNNs on the following page

Bay Area RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)											
Reporting Period	October March 3		April 1 Septembe		Year '	Totals					
Activity	Number of Websites	Internet Hits (Duplicate Count)	Number of Websites	Internet Hits (Duplicate Count)	Total Number	Total Internet Hits (Duplicate Count)					
RNN CONTRACTS	1	County	1	County	01 ((0000000	Country					
Internet					T						
# Websites	1	3,000	2	43,725	n/a	46,725					
Total Internet	1	3,000	2	43,725	n/a	46,725					
RNN TOTALS 12,569 26,967 8,029 96,334 20,595 123,301											
n/a = not applicable			n/a = not applicable								

Bay Area RNN

Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Domontin a Douis d	October 1	1, 2004 -	April 1, 2005 -		
Reporting Period	March 3	31, 2005	September 30, 2005		
	Support Policy	Percent of	Support Policy	Percent of	
Activity	Change	Agencies	Change	Agencies	
RNN CONTRACTS	1	100%	1	100%	
ENVIRONMENT					
Developed and maintained partnerships to					
work towards environmental change	Yes		Yes		
Developed/maintained school or community					
garden	No		No		
Encouraged restaurants and grocery stores to					
carry culturally appropriate foods and					
healthier choices	Yes		Yes		
Improved access and appearance of stairwells	No		No		
Improved food choices in cafeterias and					
worksites	No		Yes		
Improved transportation to and from					
markets	No		No		
Increased daily nutrition announcements,					
tips and posters in schools and worksites	Yes		Yes		
Increased distribution and access to fruits	N		NT.		
and vegetables in local stores Increased fruits and vegetables at group	No		No		
functions	No		Yes		
Increased lighting, paths, times to promote	INO		res		
biking and walking	No		No		
Increased promotion of and access to	110		140		
information for federal food assistance					
programs	Yes		Yes		
Initiated/Implemented farmers' market,	103		103		
coop, CSA or other agriculture related					
environmental change	No		No		
Initiated/Implemented school salad bar	140		140		
program	No		No		
Limited access to high fat milk products	No		No		
Limited access to soda	Yes		Yes		
Limited access to soda Limited access to unhealthy foods	Yes		Yes		
Made healthy snack carts available	No		No		
Replaced vending machine choices with	110		110		
healthier foods	No		Yes		
RNN TOTALS	1.0		100		

RNN TOTALS

Policy, Systems & Environment changes continue on the next page.

Bay Area RNN Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1 March 3		_	April 1, 2005 - September 30, 2005		
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
POLICY						
Adopt local policies that require sidewalks, bike paths and safe routes	Yes		Yes			
Establish policies that make after school programs are available and promote						
nutrition and physical activity	Yes		Yes			
Established commercial free schools	Yes		Yes			
Established policies about serving healthier foods at meetings or event	No		No			
Established policies regarding food stamps, food security or food banks	Yes		Yes			
Established policies that decreased unhealthy foods and beverages at schools	No		Yes			
Established policies that ensure implementation of physical education in K-12	Yes		Yes			
Established policies that require at least 50% of food in school food service are	100		190			
healthy options	Yes		Yes			
Established policies to encourage development of healthy food vendors	Yes		Yes			
Ratified rules to promote physical activity	No		No			
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		Yes			
Worked with groups for policy agenda	Yes		Yes			